

**IDEOLOGICAL CONSTRUCTION BEHIND
GERINDRA'S BROADCASTED CAMPAIGNS
AS INTERPRETED BY VIEWERS**

THESIS

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ABSTRACT

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Keywords: ideology, critical discourse analysis, speech acts

This research is aimed to identify the ideological construction behind *Gerindra's* broadcasted campaign videos as interpreted by the viewers in the framework of Indonesian general election 2014. There were three problems to be solved in this study, namely: (1) what are the speech acts identified in *Gerindra's* broadcasted campaigns; (2) what are the viewers' interpretations towards *Gerindra's* broadcasted campaigns and (3) what is the ideological construction behind *Gerindra's* broadcasted campaigns as interpreted by viewers.

This CDA research uses Fairclough's model of CDA which comprises text analysis; discursive practice; and social practice. On the level of text analysis, it is aimed to analyze the speech acts used in the campaign videos. Discursive practice is aimed to find out the viewers' interpretation after they watch the campaign videos; and social practice is aimed to find out the impact toward the viewers and also identify the ideology to be constructed. This study used descriptive qualitative method and document analysis as the research design. The data were collected from transcription of campaign videos and the result of questionnaire.

This study reveals that commissive, representative and directive were types of speech acts used in the campaign videos. Based on the viewers' interpretation *Gerindra* tried to convey that it is a party which could bring changes in Indonesia, and it tried to construct an ideology that *Gerindra*, a party which could bring changes for Indonesia especially in food security and the interests of the minority.

Further researchers are suggested to choose more interesting objects that are related with real life such as talk show, newspaper, and so on. Besides, it is also suggested for next researchers to choose other appropriate theories that will be used in the research in order to make it easy in analyzing the data. Moreover, further researchers are suggested to be updated about the recent research about critical discourse analysis. By doing so, further researcher can be triggered or inspired in conducting a research in fields of critical discourse analysis.

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